



**STATEMENT OF PROCEEDINGS
FOR THE REGULAR MEETING OF THE
LOS ANGELES COUNTY COMMISSION ON INSURANCE
KENNETH HAHN HALL OF ADMINISTRATION
500 WEST TEMPLE STREET, ROOM 374-A
LOS ANGELES, CALIFORNIA 90012**

<http://lacic.org>

Thursday, April 10, 2014

10:00 AM

AUDIO LINK FOR THE ENTIRE MEETING. (14-1830)

Attachments: [AUDIO](#)

Present: Chairman Scott Svonkin, Vice Chair Eric Bauman, Commissioner Barry Binder, Commissioner Helene Lohr, Commissioner Patricia Torres and Commissioner Steve Vicencia

Absent: Commissioner Bob Blake, Commissioner Daniel Falcon and Commissioner Luther Nash

I. ADMINISTRATIVE MATTERS

1. Call to Order. (14-1617)

The meeting was called to order by Chairman Svonkin at 10:23 a.m.

2. Approval of meeting minutes:

- February 13, 2014 Regular Meeting
- February 25, 2014 Special Meeting
- March 13, 2014 Special Meeting (14-1619)

On motion of Commissioner Binder, seconded by Vice Chair Bauman, this item was approved.

Attachments: [SUPPORTING DOCUMENT - February 13, 2014 Regular Meeting](#)
[SUPPORTING DOCUMENT - February 25, 2014 Special Meeting](#)
[SUPPORTING DOCUMENT - March 13, 2014 Special Meeting](#)

II. REPORTS**3. Chairman's Report. (14-1624)**

Chairman Svonkin thanked the Commissioners for their contributions to the Insurance Fraud Awareness Campaign and commended the Chief Executive Office (CEO) for their assistance on the logo. Chair Svonkin expressed enthusiasm about the success of this campaign and reported that the Board of Supervisors will declare June as Insurance Fraud Awareness Month on the last week in May 2014.

4. Discuss and take appropriate action on the Insurance Fraud Awareness Campaign. (14-1223)

Commissioner Lohr reported that the Graphic Arts unit, Chief Executive Office (CEO), has provided first draft samples of the Insurance Fraud Awareness Month (IFAM) logo and second drafts will be provided on April 11, 2014. The commission agreed to rewrite the tagline on the logo and include the Commission's contact information. The logo should be included on all printed materials and on the website.

Chairman Svonkin reported that the CEO has agreed to assist the Commission with a public service announcement (PSA) that may include images or video footage demonstrating fraudulent scenarios. The PSA may be narrated by the Commissioners.

Commissioner Vicencia also reported that he has been actively communicating with Mercury's independent public relations firm and they will provide him with information packages that may include video footage about fraudulent scenarios.

Commissioner Lohr distributed the Fact and Statistic Insurance Fraud Tip sheet provided by Farmers Insurance. Vice Chair Bauman provided the following recommendations for the tip sheet:

- An opening statement that emphasizes everyone being affected by fraud.**
- A body statement providing specifics on how fraud costs the consumers.**
- A closing statement reflecting the importance of being aware of fraudulent activities and the consequences.**
- An action statement encouraging consumers to report fraud.**

Commissioner Lohr will provide Vice Chair Bauman with a word version of the tip sheet for revisions. The Commission agreed that all material related to the Insurance Fraud Awareness Campaign should include "Insurance Fraud Costs You" as the tagline. Vice Chair Bauman suggested that Patch.com be utilized as a platform to disseminate fraud awareness information for the campaign. Vice Chair Bauman will determine what the requirements are to include information in Patch.com and report back at the meeting.

Discussion ensued about other venues that can be used to disseminate Insurance Fraud Awareness information.

Linda Yarber, California Department of Insurance (CDI), reported that her office printed 100 pamphlets and 1,000 posters related to fraud awareness for distribution. Any revisions to the pamphlets will require approval by the CDI Fraud Division. Commission Services staff was instructed to arrange a date and time to collect the posters from Ms. Yarber's office.

The commission agreed that a virtual copy of the pamphlet should be included on the LACIC website. The Insurance Commission also agreed that the poster packets for distribution should include a copy of the Statement of Proceedings in relation to fraud.

Commissioner Lohr reported on the following fraud awareness developments:

- Commissioner Lohr is working with Commissioner Binder on the announcement for mylacounty.gov.
- Commissioner Nash is communicating with Chief meteorologist, Dallas Raines' office about assisting with the Campaign.
- Commissioner Lohr was invited to a segment with Brad Pomerantz on Charter Cable to discuss fraud awareness, and
- Commissioner Lohr will schedule a meeting with the Department of Consumer Affairs to discuss details about the public service announcement

Vice Chair Bauman suggested asking one of the insurance companies to pay for Insurance Fraud Awareness Month (IFAM) pins to distribute at the press conference, and recommended to also contact Chief meteorologist Josh Rubenstein.

Chair Svonkin commented that the press conference is being coordinated, and will be scheduled on the date and time when the Board of Supervisors declares IFAM. Nick Ippolito, Fourth Supervisorial District Deputy, will inform the Commission on the date and time. Once a date has been confirmed the invitations to the District Attorney and the State Insurance Commissioner will be revised.

Chair Svonkin suggested that two Op-Eds be created: one related to workers' compensation fraud and the other for auto insurance fraud.

III. MISCELLANEOUS

5. Matters not on posted agenda, to be discussed and (if requested) placed on the agenda for action at a future meeting of the Committee, or matters requiring immediate action because of an emergency situation or where the need to take action arose subsequent to the posting of the agenda. (14-1625)

There were no matters presented.

6. Opportunity for members of the public to address the Commission on items of interest that are within the jurisdiction of the Commission. (14-1626)

No members of the public addressed the Commission.

7. Adjournment. (14-1627)

The meeting was adjourned at 11:10 a.m.